

Message Text

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TO AMEMBASSY ABU DHABI

AMEMBASSY JIDDA

AMEMBASSY CAIRO

AMEMBASSY MANAMA

AMEMBASSY DOHA

AMEMBASSY MUSCAT

AMEMBASSY KUWAIT

INFO AMEMBASSY BEIRUT

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TAGS:BTRA, XF, TC, SA, EG, BA, QA, MU,

SUBJECT:"BUSINESS WEEK" MIDEAST ADVERTISING SECTION -
TRAVEL OF INGERSOLL/BERAN

1. JEAN M. INGERSOLL (INTERNATIONAL BUSINESS CONSULTANT) AND DENIS C. BERAN (BUSINESS WEEK'S DIRECTOR OF MARKETING) VISITING DUBAI, ABU DHABI, RIYADH, JIDDA AND CAIRO MARCH 12 - 20 (APPROXIMATELY) IN CONNECTION WITH SPECIAL ADVERTISING SECTION COVERING BAHRAIN, EGYPT, KUWAIT, OMAN, QATAR, SAUDI ARABIA AND UAE SCHEDULED FOR PUBLICATION AUGUST 11, ISSUE OF "BUSINESS WEEK". INGERSOLL PLANS
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ONWARD TRAVEL FROM CAIRO TO MANAMA, DOHA, MUSCAT AND KUWAIT FOR SAME PURPOSE.

2. ACCORDING MS. INGERSOLL, AUG 11 SPECIAL ADVERTISING SECTION FIRST OF SERIES "BUSINESS WEEK" PLANS FOCUSING ON NATIONAL AND REGIONAL DEVELOPMENT OF MEMBER STATES OF ARAB LEAGUE. SECTIONS TO PROVIDE ARAB STATES WITH MEANS TO INFORM AMERICAN BUSINESSMEN -- INCLUDING POTENTIAL JOINT VENTURE PARTNERS -- OF SALIENT ASPECTS OF NATIONAL ECONOMIC LIFE AND POLICY, INCLUDING OPPORTUNITIES FOR INVESTMENT AND TRADE AND ARAB INTEREST IN STRENGTHENING AND EXPANDING ECONOMIC TIES WITH US. APART FROM TEXTS AND PHOTOGRAPHS PROVIDED BY SUBSCRIBING GOVERNMENTS (AT LEAST SIX PAGES EACH INCLUDING MESSAGE FROM HEAD OF STATE)

SECTION TO CARRY OVERVIEW STATEMENTS ON US-ARAB ECONOMIC COOPERATION.

3. BUSINESS WEEK, PUBLISHED BY MCGRAW HILL, CLAIMS 3.4 MILLION READERS -- MAINLY MANAGERS IN BUSINESS, INDUSTRY AND GOVERNMENT. SPECIAL ADVERTISING SECTIONS (16 TO 68 PAGES EACH) CARRIED IN 1973-74 ON MEXICO, BRAZIL, JAPAN, USSR AND SOUTH AFRICA.

4. BERAN/INGERSOLL ITINERARY THROUGH CAIRO AS FOLLOWS:

MARCH 6 - 12, TEHRAN, (COMMODORE HOTEL);
MARCH 12, DUBAI;
MARCH 12 - 13, ABU DHABI (BEACH HOTEL -- UNCONFIRMED);
MARCH 13 - 14, DUBAI (AMBASSADOR HOTEL -- UNCONFIRMED);
MARCH 14 - 15, RIYADH, (AL-YAMAMA HOTEL -UNCONFIRMED);
MARCH 15 - 17 JIDDA (AL-HARAIN - UNCONFIRMED);
MARCH 17 - 31, CAIRO (SEMARAMIS - UNCONFIRMED).

5. BUSINESS WEEK HAS PRELIMINARY COMMITMENT FROM EGYPTIAN GOVERNMENT, VISITORS WILL HAVE APPOINTMENTS THERE WITH TAHER AMIN AND REPRESENTATIVE OF PM'S OFFICE, KUWAITI GOVERNMENT ALSO ALREADY HAD INDICATED INTEREST.

6. MS. INGERSOLL HAS TELEXED MINISTERS OF INFORMATION IN UAE (BIN HAMID), SAUDI ARABIA (AL-ANGARI)
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OF QATAR (AL-KAWARI), BAHRAIN (AL-MOAYYED) AND OMAN CHAMBER OF COMMERCE. SEEKING APPOINTMENTS TO DISCUSS PROPOSAL. IN CABLES TO MINISTER IN UAE AND SAUDI ARABIA AND OMAN CHAMBER SHE ALSO ASKS ASSISTANCE WITH HOTEL RESERVATIONS. COPIES OF CABLES SENT COMMERCIAL OFFICERS IN JIDDA AND ABU DHABI, WITH SEPARATE CABLES TO THOSE IN MANAMA AND DOHA. CABLE TO EMBASSY MUSCAT TO FOLLOW

RESPONSE FROM CHAMBER.

7. MS. INGERSOLL WOULD APPRECIATE EMBASSY ASSISTANCE
AS POSSIBLE AND APPROPRIATE IN CONFIRMING APPOINTMENTS
WITH MINISTERS OF INFORMATION AND (B) HOTEL RESERVATIONS.

(SHE EXPRESSES APPRECIATION FOR HELP RECEIVED IN KUWAIT
AND CAIRO DURING TRIP LAST OCTOBER.)SHE REALIZES,BASIS
OUR ADVICE, CERTAIN EMBASSIES WILL BE FULLY OCCUPIED
WITH OTHER BUSINESS AND THEREFORE NOT BE ABLE TO RENDER
ASSISTANCE FOR THIS VISIT. KISSINGER

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